

Strategic Plan and Vision 2019 - 2022
Bangalow Bowling and Sports Club

Our Vision 2018-2022

Our purpose is to create opportunities for our members to thrive. We understand that a healthy club delivers great benefits to our local community and that people and organisations will prosper if we can improve the environment in which we operate. We believe collective effort and unity is essential to achieving this.

The Club is a place where a wide range of people and groups meet and a centre for sporting, cultural and community activities. It is a financially strong, multi-function centre which is highly valued by the community

Key Factors for Success of the Bowlo are:

1. Creating a friendly, welcoming environment
2. Providing outstanding customer service and hospitality
3. Maintaining highly valued communication with members, customers and staff
4. Establishing constructive levels of engagement and inclusion of community and sporting groups
5. A financially viable club, with internal systems that support service, hospitality and internal efficiency
6. Having premises that are highly functional, versatile, easy to maintain, attractive and comfortable
7. Maximising the full potential available to a licenced, community club
8. A strong, skilled and committed Board that works together in the best interests of the club.

With these goals the Bowlo will be valued as a venue that provides experiences that are perceived to be value for money.

Strategies for Success

- 1. Create a friendly, welcoming environment for all by:**
 - Creating a family friendly place to be
 - Maintaining oversight of the legal entry requirements
 - Creating an attractive entrance
 - Creating atmosphere throughout
- 2. Provide outstanding service and hospitality by:**
 - Providing staff training
 - Providing quality good food, good beverages and good value
- 3. Maintain outstanding communication with members, customers, potential new customers and staff members by:**
 - Communicating regularly with the club members
 - Actively seek feedback from patrons, membership and community
 - Maintaining and updating a vibrant and relevant website and social media presence
- 4. Maintain engagement and inclusion that is valued by community and sporting groups, including**
 - Attracting a younger generation of bowlers and increasing bowling club membership
 - Sporting Clubs & Community groups
 - Chamber of commerce
 - Byron Council

- Bangalow Herald, Bayfm, and other not-for-profit organisations

5. Create efficient and effective internal systems by ensuring:

- Good governance by Finance committee of cash flow, budget, stock control and key financial ratios
- Involvement of staff and caterers in ongoing update sessions which analyse what we are doing well and where we can improve in all aspects of the Club's operations
- Customer feedback is used to identify service issues that need to be improved through better internal processes.

6. Provide premises that are functional, versatile, attractive and comfortable by:

- Implementing immediate low budget ideas for 2019/20
- Developing a master building plan to guide all building and development for the coming decade.

7. Maximise the potential available to a licenced, community club

- Investigate best approach to funding infrastructure
- Ensure financial sustainability by creating several revenue streams
- Explore options:

8. A strong, skilled and committed Board that works together in the best interests of the club

- Ensuring Board succession through the active recruitment of people with needed skills and attributes
- Maintain a diversity in Board membership, including gender, age and skills mix.
- Actively seek feedback from specific groups with a view to Board representation.
- Commitment to tenure and the club's best interest; no 'single issue' Board members
- Working knowledge of corporate governance